

Behavioural Preferences – the big reveal

Understand me better: understand you better: understand them better

The historical roots: Empedocles [444 B.C.] identified 4 root elements of earth, air, water, fire and Hippocrates [444 B. C.] the 4 fluids that run through person's body.

Modern behavioural sciences: enter Carl Gustav Jung 1921 who published the 4 psychological types. He describes 4 psychological functions – thinking / feeling / sensation / intuition.

Marston identified 4 styles – Drive, Influence, Steadiness, Compliance.

The Trust model: 4 quadrants = **ARENA** [open communication so you know / I know = trust] **BLIND SPOTS** [self-discovery you know / I don't know] **MASK** [hidden I know / you don't know] **POTENTIAL** [Unknown I don't know / you don't know]. Links you will have realised to the Johari Window.

DISC names the 4 types: **D** for Dominance, **I** for Influence, **S** for Steadiness and **C** for Conscientiousness. Insights and later C-me emerged. C-me is a behavioural preference performance profile. Please note: these profiles won't identify abnormal behaviour.

Remember: People are different, predictably different

The received wisdom is that we in the main follow this breakdown of our dominant personality type:

D = Red 3% **I = yellow** 12% **S = Green** 69% **C = Blue** 16%

Red is outgoing & task orientated: Dominant, direct, demanding, decisive, determined, direct, competitive, goal-focused strong-willed, independent eg Sylvester Stallone / Maggie Thatcher / Cherie Blair / X Factor chap

Yellow is outgoing & people orientated: Inspirational, influential, interactive, impressive, interested-in-people, talkative, outgoing, enthusiastic, impulsive, interesting eg Mohammad Ali, Elton John

Green is reserved & people orientated: Steady, stable, supportive, sensitive, status quo, loyal, patient eg Mother Theresa, Mahatma Gandhi, Princess Di, Paul McCartney

Blue is reserved & task orientated: Creative, cautious, competent, compliant, contemplative, careful, critical thinking, conservative, analytical, systematic, accurate eg Steven Spielberg, QE2, Stephen Hawkins

Secret tips:

D / Red – before you can be **in** authority you have to be **under** authority

I / Yellow – it's **nice** to be important but it's more **important** to be nice

S / Green – don't be afraid to say what part of **NO** don't you understand?

C / Blue – people don't **care** how much you know until they **know** how much you care

Leadership styles: **Red = My way!** **Yellow = fun way** **Green = safe way** **Blue = the right way**

Personality goals: **Red = have control** **Yellow = have fun** **Green = have security** **Blue = have perfection**

Methods of control: **Red** = Force of character 'Do it!' **Yellow** = Verbal persuasion 'You can do it' **Green** = Slowing down 'We can do it' **Blue** = Information 'Let's do it'

Two greatest fears: **Red** = Being taken advantage of / failure **Yellow** = Rejection / loss of popularity **Green** = loss of security / change **Blue** = Criticism / conflict